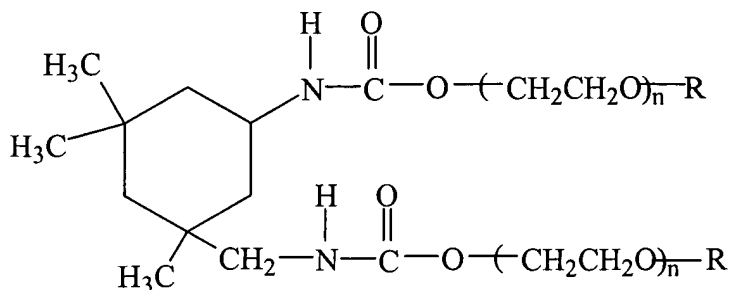


What is claimed is:

1. A personal care product comprising a substantially solubilized fatty ethoxylated dimeric urethane of the formula:



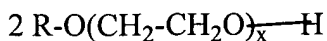
where n is a whole number from about 50 to 120;

R is a C<sub>12</sub>-C<sub>24</sub> alkyl or alkenyl group; and

wherein the fatty ethoxylated dimeric urethane comprises about 0.5% to about 10% of the personal health care product on a weight percentage basis and the viscosity of the personal health care product ranges from about 500 to about 500,000 cps, preferably about 5,000 to about 150,000 cps.

2. The personal care product of claim 1, wherein the personal care product is a shampoo, n is a whole number from about 70 to 100, and the fatty ethoxylated dimeric urethane comprises about 1% to about 5% of the personal health care product on a weight percentage basis.
3. The personal care product of claim 1, wherein the personal care product is an emulsion, n is a whole number from about 70 to 100, and the fatty ethoxylated dimeric urethane comprises about 1% to about 5% of the personal health care product on a weight percentage basis.
4. The personal care product of claim 1, wherein the personal care product comprises one or more anionic, cationic, amphoteric or nonionic surfactants.
5. The personal care product of claim 1, wherein the fatty ethoxylated dimeric urethane is made by reacting an ethoxylated fatty alcohol with isophorone diisocyanate in an

approximately 2:1 molar ratio of ethoxylated fatty alcohol to isophorone diisocyanate, wherein the ethoxylated fatty alcohol has the formula



where x is a whole number from about 50 to 120 and R is a C<sub>12</sub>-C<sub>24</sub> alkyl or alkenyl group, and wherein the ethoxylated fatty alcohol and isophorone diisocyanate react in the presence of heat and either an amine or tin catalyst, at a temperature of between about 80° C to about 120° C, and at approximately atmospheric pressure.

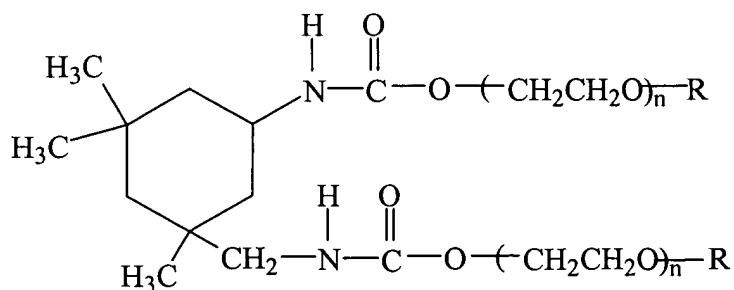
6. The personal care product of claim 5, wherein the fatty ethoxylated dimeric urethane is solubilized by the addition of one or more surfactants.

7. The personal care product of claim 5, wherein the fatty ethoxylated dimeric urethane contains from about 130 to about 200 moles of ethylene oxide.

8. The personal care product of claim 5, wherein the ethoxylated fatty alcohol is a C<sub>14</sub> to C<sub>22</sub> alcohol.

9. The personal health care product of claim 5, wherein the fatty ethoxylated dimeric urethane is Dermothix 75 or Dermothix 100.

10. A method comprising increasing the viscosity of a personal care product by solubilizing into the personal health care product a fatty ethoxylated dimeric urethane of the formula :

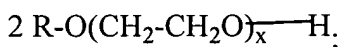


where n is a whole number from about 50 to 120;

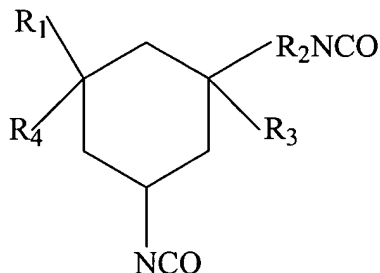
R is a C<sub>15</sub>-C<sub>24</sub> alkyl or alkenyl group; and

wherein the fatty ethoxylated dimeric urethane comprises about 0.5% to about 10% of the personal health care product on a weight percentage basis and the viscosity of the personal health care product ranges from about 500 to about 500,000 , preferably about 5,000 to 150,000 cps.

11. A personal care product comprising a fatty ethoxylated dimeric urethane made by reacting an ethoxylated fatty alcohol with a diisocyanate in an approximately 2:1 molar ratio of ethoxylated fatty alcohol to diisocyanate, wherein: the ethoxylated fatty alcohol has the formula



the diisocyanate has the formula



wherein x is a whole number from about 50 to 120;

R is a C<sub>15</sub>-C<sub>24</sub> alkyl or alkenyl group; and

R<sub>1</sub>, R<sub>2</sub>, R<sub>3</sub> and R<sub>4</sub> are the same or different and are a C<sub>1</sub> to C<sub>7</sub> alkyl or alkenyl group.

12. The personal care product of claim 1, wherein the fatty ethoxylated dimeric urethane contains from about 75 to about 150 moles of ethoxylation.

13. The personal care product of claim 12, wherein the product viscosity is between about 10,000 and 15,000 cps.

- $$\begin{array}{c}
 \text{R}_1 \\
 \diagup \\
 \text{C}_1 \\
 \diagdown \\
 \text{R}_4
 \end{array}
 \begin{array}{c}
 \text{H} \quad \text{O} \\
 | \quad || \\
 \text{N} - \text{C} - \text{O} - (\text{CH}_2\text{CH}_2\text{O})_x - \text{R}
 \end{array}
 \begin{array}{c}
 \text{H} \quad \text{O} \\
 | \quad || \\
 \text{N} - \text{C} - \text{O} - (\text{CH}_2\text{CH}_2\text{O})_x - \text{R}
 \end{array}
 \begin{array}{c}
 \text{R}_3 \\
 \diagup \\
 \text{C}_2 \\
 \diagdown \\
 \text{R}_2
 \end{array}$$

where x is a whole number from about 50 to 120; n is a whole number from 50 to 120, preferably about 70 to 100, more preferably about 65-70, and most preferably about 70; R is a C<sub>12</sub>-C<sub>24</sub> alkyl or alkenyl group; and R<sub>1</sub>, R<sub>2</sub>, R<sub>3</sub> and R<sub>4</sub> are the same or different and are a C<sub>1</sub> to C<sub>7</sub> alkyl or alkenyl group, wherein the fatty ethoxylated dimeric urethane comprises about 0.5% to about 10% of the personal health care product on a weight percentage basis and the viscosity of the personal health care product ranges from about 500 to about 500,000 cps, preferably about 5,000 to about 150,000 cps.